

Annex 2

ITU Training on Costing, Pricing and Financial aspects for Digital Communication Services

10th - 12th October, 2018

Ouagadougou, Burkina Faso

TRAINING OUTLINE

Method of delivery	The face-to-face programs will include: <ul style="list-style-type: none"> • Instructor-led presentations • Case studies • Group exercises
Objectives	<ul style="list-style-type: none"> • To build knowledge and skills of policy makers, regulators, telecom operators, and enterprise network administrators on strategic cost modelling in quad play environment. • To build skills on how to make practical use of the cost models for decision making in the real environment using hands-on exercises.
Dates	10-12 October 2018
Duration	Three days
Registration deadline	25 th September 2018

LEARNING OUTCOMES

Upon completion of this training, participants will be able to:

- Understand the network elements, costing methodologies and their implication, sensitivity of costing and pricing to various components;
- Understand how cost models are built and the various building blocks;
- Acquire skills on using cost models (fixed, mobile, core) for decision making on pricing and costing strategies in a quadplay environment;
- Understand telecommunication/ICT economic and financial priorities in the Africa region.

TARGET POPULATION

Costing, financing, pricing and technical staff from policy makers, regulators and service providers involved in modelling, costing, pricing and strategic decisions.

FACILITATOR/EXPERTS

The experts for the training include Mr. Alain Sawadogo, ESMT, Mr Pedro Seixa and Ms. Anne Rita Ssemboga (ITU)

AGENDA

Day 1 Wednesday 10 th October 2018	
0830–0900	Registration
0900-0915	OPENING SESSION
0915–1030	<p>SESSION 1: TELECOM REGULATION: TRENDS, PRICE REGULATION AND COSTING STANDARDS</p> <p>Objective: To provide an overview of the trends in the telecommunication and broadcasting industry in an online converged environment, examine the circumstances under which regulators seek to determine cost-based prices for services in telecommunications/ICT markets and the basis on which they do so, with a particular emphasis on interconnection and wholesale access.</p>
COFFEE BREAK	
1100–1230	<p>SESSION 2: PRACTICAL EXERCISE 1: QUAD PLAY NEGOTIATION</p> <p>Objective: A hypothetical but realistic scenario in which an OTT service provider seeks to negotiate a quad-play offer with non-dominant fixed and mobile operators. In this first part the parties prepare their offers based on defined commercial objectives and business modelling.</p>
LUNCH BREAK	
1400–1530	<p>SESSION 3: PRACTICAL EXERCISE 1: QUAD PLAY NEGOTIATION (CONTINUED)</p> <p>Objective: In this second part the negotiations are conducted and presentations made to the industry regulator seeking regulatory approval and/or mediation.</p>
COFFEE BREAK	
1545–1700	<p>SESSION 4: TRENDS IN NGA AND NGN INTERCONNECTION REGULATION</p> <p>Objective: To examine the extent to which regulation of NGNs, including NGA, is necessary and sufficient to achieve national broadband policy goals. To illustrate the main current and emerging issues involved in establishing interconnection charges for NGN through a review of international experience and practice.</p>
Day 2: Thursday 11 th October 2018	
9000–1030	<p>SESSION 5: PRACTICAL EXERCISE 2: QUAD-PLAY COSTING USING NGN CORE NETWORK COST MODEL.</p> <p>Objective: A hypothetical but realistic scenario in which service providers seek to acquire regulatory approval for a quad-play offer by demonstrating that it is not anti-competitive because it covers all relevant network costs. In this first part the scenario is explained and the ITU NGN training cost model is introduced, the participants split into teams in which they manipulate the cost model and prepare their negotiating positions.</p>
COFFEE BREAK	
1100-1230	<p>SESSION 6: PRACTICAL EXERCISE 3: QUAD-PLAY COSTING USING NGN CORE NETWORK COST MODEL (CONTINUED)</p> <p>Objective: In this second part participants make their presentations to the regulator, after which lessons are learned in plenary session.</p>
LUNCH BREAK	

1400–1530	<p>SESSION 7: PRACTICAL EXERCISE 3: SETTING COST-BASED PRICES USING A MOBILE NETWORK COST MODEL</p> <p>A hypothetical but realistic scenario in which a mobile network operator seeks regulatory approval for a quad-play offer by demonstrating whether it is anti-competitive depending on whether it covers all relevant network costs. In this first part the scenario is explained and the ITU mobile training cost model is introduced.</p>
COFFEE BREAK	
1545–1700	<p>SESSION 8: PRACTICAL EXERCISE 3—SETTING COST-BASED PRICES USING A MOBILE NETWORK COST MODEL (CONTINUED)</p> <p>In this second part, participants prepare their cases with reference to ITU’s mobile network training cost model.</p>
Day 3: Friday 12th October 2018	
0900–1030	<p>SESSION 9: : PRACTICAL EXERCISE 3: SETTING COST-BASED PRICES USING A MOBILE NETWORK COST MODEL (CONTINUED)</p> <p>In this final part, participants make their presentations to the regulator, after which lessons are learned in plenary session.</p>
COFFEE BREAK	
1100–1230	<p>SESSION 10: PRACTICAL EXERCISE—TYING IT ALL TOGETHER</p> <p>Objective: To integrate the findings of the various cost models to determine the profitability of quad-play and consider the implications for quad-play strategy and regulation. The hypothetical cases used in previous exercises are integrated into a final quad-play business case. In this first part the case is explained and the teams prepared for action.</p>
LUNCH BREAK	
1400–1530	<p>SESSION 11: PRACTICAL EXERCISE—TYING IT ALL TOGETHER (CONTINUED)</p> <p>In this second part participants develop the business case for different fixed and mobile operators and then present their business plans, after which lessons are learned in plenary session.</p>
COFFEE BREAK	
1545–1630	FINAL QUIZ, WRAP-UP AND CLOSING CEREMONY
END OF WORKSHOP	